

## AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A labeling apparatus, comprising:
  - at least three support rollers, each support roller of the at least three support rollers being configured to simultaneously come into contact with an outer surface of a vial to hold and rotate the vial;
  - an arm for rotatably supporting the support rollers;
  - a rotation unit configured to rotate the vial being held by the support rollers in a predetermined direction;
  - a label supply unit configured to supply labels to be attached to the outer surface of the vial; and
  - an endless member supported by a first support roller of the at least three support rollers and a second support roller of the at least three support rollers, the endless member being configured to rotate along the outer surface of the vial according to the rotation of the vial between the first support roller and the second support roller,  
wherein each label fed from the label supply unit comes into contact with the first support roller first, and a tip end of each label that is in an attaching process in accordance with the rotation of the vial comes into contact with the second support roller second, and  
wherein the endless member is configured and arranged such that each label is supplied between the endless member and the vial.
2. (Previously Presented) The labeling apparatus as in Claim 1, wherein each of the support rollers is divided into an upper part and a lower part within a range of the height of the vial.
3. (Previously Presented) The labeling apparatus as in Claim 1, wherein the endless member is arranged so as to simultaneously contact the vial and the first and second support rollers, as each label is in the attaching process.
4. (Previously Presented) The labeling apparatus as in Claim 1, wherein the endless member is arranged such that during rotation, the vial simultaneously contacts the endless member and the first and second support rollers, as each label is in the attaching process.

5. (New) The labeling apparatus as in Claim 1, wherein the endless member is configured and arranged to apply pressure to the label during the attaching process.